

Abbas Khatri

AI Enablement · Applied AI Builder · GTM Systems

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▶ PROFILE

AI native commercial builder who ships internal tools rather than just using them. Over 8 years across SaaS, fintech, healthtech and property, now embedding LLMs and live data APIs into everyday GTM work: apps that pull external data, cross reference it against CRM systems and surface warm leads automatically. At home between commercial strategy and hands on building, from API integration and real time backends to authentication and front end apps. Looking for an AI enablement, solutions or forward deployed role where building and selling sit in one person.

▶ AI PROJECTS & SYSTEMS BUILT

Prospecting & CRM Automation Suite

API · DATA · UI

- Built **AK Command**, a central prospecting and pipeline dashboard with seven modules and dual layer persistence, consolidating calls, live listings, email templates and reporting into one browser app.
- Built the **Live Lister** tool: pulls live market listings from the Propalt property API through paginated requests, then cross references them against the Jupix portfolio using precise flat number and floor matching logic to surface landlords currently listed with competitors.
- Built a **Local Authority** tool that parses HM Land Registry freehold exports in multiple formats with auto detected schema handling, then cross references council owned stock against the CRM. Ran a borough wide Barnet freehold sweep and shipped the results as a branded data app.
- Built a personal CRM and power dialer seeded from a 1,024 contact export, with date aware note parsing, session based dialing and a kanban pipeline.
- **Outcome: contributed directly to a £100k record fee quarter (Q1 2026) by making prospecting measurably faster than manual workflows.**

LLM Powered Applications

ANTHROPIC API

- Design and ship browser apps that call the Anthropic API directly for research, data enrichment and outreach drafting, embedding model calls inside the tools the team uses daily.
- Handle prompt design, structured JSON outputs and response parsing to turn free text into usable pipeline data.

FAN2FAN, Multi App Fantasy Sports Platform

FIREBASE · REALTIME

- Architected and built a multi app platform (fan2fan.online) spanning a season simulation game, a Guess the Player game and a full 10 manager NFL draft board.
- Engineered real time multiplayer for the draft board on Firebase Realtime Database, with live state sync across ten concurrent users, then consolidated multiple Firebase projects into one and built a shared navigation component with resilient auth handling across every page.
- Implemented native email and Google authentication, and built an earlier single file draft and simulate game covering 32 franchises with a daily challenge mode and shareable result strings.

HubSpot Lifecycle Automation

CRM · SEQUENCES

- Own top of funnel in HubSpot: lead capture, qualification, multi touch sequences and pipeline reporting.
- Built a nine email, 24 week landlord nurture programme engineered to protect pipeline after a regulatory change removed the traditional outreach trigger.

Cellara, Ecommerce Build

SHOPIFY · META

- Founded and built a Shopify store end to end: theme customisation, supplier integration, conversion apps and Meta Ads campaign structure.

▶ FURTHER BUILDS & INITIATIVES

CRM Migration Evaluation STRATEGY · VENDOR

- Led an evaluation of the firm's CRM stack, comparing Jupix against Greenhouse OS, Reapit and Salesforce, and produced a partner facing phased migration proposal with a feature comparison matrix.
- Drafted vendor pressure test emails to surface real costs and limitations before any commitment.

▶ EXPERIENCE

Client Services Consultant David Astburys Estate Agents

Apr 2025 to Present

- **£100k banked fees in Q1 2026**, a company record quarter, through high volume prospecting of 100+ outbound calls per day.
- Onboarded 10+ portfolio clients in 2025, securing **£100m+ in property stock** across Hampstead and Islington.
- Converted legacy spreadsheet processes into three centralised Microsoft Teams workflows, now used firm wide across all three branches.
- Became the firm's de facto technical lead, driving adoption of AI tooling, HubSpot sequencing and prospecting automation.
- Led B2B development beyond core lettings, pitching the agency as leasing partner for a 600 unit Build to Rent development at Ferry Lane, Tottenham Hale.

Business Development Manager Facework Group

Jul 2023 to Feb 2024

- Owned the full sales cycle with high profile clients, from prospect identification to signed deals.
- Devised outbound sequences adopted across the wider team; supported the CEO on bid writing and funding proposals.

Business Development Manager Islington Robotica

Jun 2019 to Oct 2023

- Built the outbound engine from scratch for a technology business with no prior sales function.
- Managed a team of 5 against revenue targets; ran discovery, demos and commercial negotiation across long sales cycles.

Community Manager UK Livi UK (healthtech)

Apr 2022 to Dec 2022

- Managed a network of 95 qualified clinicians and grew the service **23% in 3 months** through capacity planning, delivering record consultation volumes.

BDM / Account Manager TagPay Limited (fintech)

Jun 2017 to Dec 2020

- Managed the full client lifecycle for a payments technology business, working daily in Salesforce; led a team of 5 and fed customer insight into product development.

▶ SKILLS & TOOLS

TECHNICAL

LLM integration (Anthropic API)

Prompt design

Structured outputs

REST APIs & pagination

Firebase (Auth, Realtime DB)

JavaScript, HTML, CSS

OAuth flows

Data matching & enrichment

Process automation

COMMERCIAL

Outbound at volume

Multi touch sequences

Pipeline management

B2B partnerships

Objection handling

Team leadership

Account management

TOOLS

Anthropic API / Claude · Firebase · HubSpot · Propalt API · Jupix · Salesforce · MS Teams · JavaScript · Meta Ads · Excel

▶ EDUCATION · LANGUAGES · COMMUNITY

EDUCATION

BSc Business and Enterprise, 2:1

Royal Holloway, University of London

Pearson Business School · 2013 to 2016

LANGUAGES

English (fluent) · Hindi (fluent) · Urdu (fluent) · Arabic (reading)

COMMUNITY

Board Trustee, The Harry Garratt Foundation (Sep 2024 to Present)

Build and run the digital infrastructure, website and Discord, and organise flagship fundraising events including a charity football tournament, managing sponsors, volunteers and venues.